

## AUTHOR INDEX \*

	Issue	Page
<b>ADELMAN, LEONARD</b>		
Policy: An Aid for Decision Making and International Communication .....	3	79
<b>BLACK, TIMOTHY R. L.</b>		
Retailers in Social Program Strategy: The Case of Family Planning .....	4	33
<b>BRANDES, OVE</b>		
The New Business Cycle: Its Influence on International Business Strategy .....	4	110
<b>BRANDT, WILLIAM K.</b>		
Headquarters Guidance in Marketing Strategy in the Multinational Subsidiary .....	4	7
<b>BREGE, STAFFAN</b>		
The New Business Cycle: Its Influence on International Business Strategy .....	4	110
<b>BURNS, ARTHUR F.</b>		
The Need for Order in International Finance .....	1	5
<b>CALDWELL, J. ALEXANDER</b>		
The United States and OPEC .....	2	21
<b>COHEN, JEROME</b>		
The Experiences of a Management Scientist in a Health Care System .....	3	58
<b>COOK, RICHARD</b>		
Policy: An Aid for Decision Making and International Communication .....	3	79
<b>DAVIDSON, WILLIAM</b>		
Key Decisions in International Marketing: Introducing New Products Abroad .....	4	15
<b>DE SA, EDWARD</b>		
Modelling One Company's International Marketing Locations .....	4	44
<b>DOUGLAS, SUSAN</b>		
Looking at the Cultural Environment for International Marketing Opportunities .....	4	102
<b>DRAKE, RODMAN L.</b>		
Floundering with Foreign Investment Planning .....	2	66
<b>DUBOIS, BERNARD</b>		
Looking at the Cultural Environment for International Marketing Opportunities .....	4	102
<b>ELLIS, HOWARD S.</b>		
Fact and Fancy About the Oil Industry .....	2	53
<b>FARLEY, JOHN U.</b>		
Retailers in Social Program Strategy: The Case of Family Planning .....	4	33

\* 1 — Spring

2 — Summer

3 — Fall

4 — Winter

## AUTHOR INDEX \*

	Issue	Page
<b>ADELMAN, LEONARD</b>		
Policy: An Aid for Decision Making and International Communication .....	3	79
<b>BLACK, TIMOTHY R. L.</b>		
Retailers in Social Program Strategy: The Case of Family Planning .....	4	33
<b>BRANDES, OVE</b>		
The New Business Cycle: Its Influence on International Business Strategy .....	4	110
<b>BRANDT, WILLIAM K.</b>		
Headquarters Guidance in Marketing Strategy in the Multinational Subsidiary .....	4	7
<b>BREGE, STAFFAN</b>		
The New Business Cycle: Its Influence on International Business Strategy .....	4	110
<b>BURNS, ARTHUR F.</b>		
The Need for Order in International Finance .....	1	5
<b>CALDWELL, J. ALEXANDER</b>		
The United States and OPEC .....	2	21
<b>COHEN, JEROME</b>		
The Experiences of a Management Scientist in a Health Care System .....	3	58
<b>COOK, RICHARD</b>		
Policy: An Aid for Decision Making and International Communication .....	3	79
<b>DAVIDSON, WILLIAM</b>		
Key Decisions in International Marketing: Introducing New Products Abroad .....	4	15
<b>DE SA, EDWARD</b>		
Modelling One Company's International Marketing Locations .....	4	44
<b>DOUGLAS, SUSAN</b>		
Looking at the Cultural Environment for International Marketing Opportunities .....	4	102
<b>DRAKE, RODMAN L.</b>		
Floundering with Foreign Investment Planning .....	2	66
<b>DUBOIS, BERNARD</b>		
Looking at the Cultural Environment for International Marketing Opportunities .....	4	102
<b>ELLIS, HOWARD S.</b>		
Fact and Fancy About the Oil Industry .....	2	53
<b>FARLEY, JOHN U.</b>		
Retailers in Social Program Strategy: The Case of Family Planning .....	4	33

\* 1 — Spring

2 — Summer

3 — Fall

4 — Winter

	Issue	Page
<b>FERBER, ROBERT</b>		
Modelling One Company's International Marketing Locations .....	4	44
<b>FIRESTONE, JAMES</b>		
Consumer Product Safety in the International Marketplace .....	4	77
<b>GRAHAM, ROBERT J.</b>		
The First Step to Successful Implementation of Management Science .....	3	66
<b>GRUENBERG, GLADYS W.</b>		
Criteria and Guidelines for Decision Making: The Special Case of International Payoffs .....	3	113
<b>HAMMOND, KENNETH R.</b>		
Policy: An Aid for Decision Making in International Communication .....	3	79
<b>HARRIGAN, RICHARD</b>		
Key Decisions in International Marketing: Introducing New Products Abroad .....	4	15
<b>HERTZ, DAVID B.</b>		
Does Management Science Influence Management Action? .....	3	105
<b>HERZOG, CHAIM</b>		
Israel and the Task of Economic Cooperation .....	2	33
<b>HOLT, JOHN B.</b>		
Industrial Cooperation in Eastern Europe: Strategies of U.S. Agricultural and Construction Equipment Companies .....	1	80
<b>HOOD, NEIL</b>		
Multinationals and Host Governments: Lessons from the Case of Chrysler UK .....	2	97
<b>HULBERT, JAMES</b>		
Headquarters Guidance in Marketing Strategy in the Multinational Subsidiary .....	4	7
<b>JOHANSSON, J. K.</b>		
Objective and Perceived Similarities of Pacific Rim Countries .....	4	65
<b>JOHNSON, HAROLD</b>		
The New Business Cycle: Its Influence on International Business Strategy .....	4	110
<b>JOHNSON, RICHARD T.</b>		
Success and Failure of Japanese Subsidiaries in America .....	1	30
<b>ADET, JEFFREY</b>		
United States Taxation of Foreign Flag Shipping .....	1	103
<b>KASHANI, KAMRAN</b>		
Promoting Manufactured Exports: Lessons from the Iranian Experience .....	4	96
<b>KEEGAN, WARREN J.</b>		
Strategic Marketing: International Diversification versus National Concentration .....	4	120
<b>KOHLHAGEN, STEVEN W.</b>		
Host Country Policies and MNCs—The Pattern of Foreign Investment in Southeast Asia .....	1	49

	Issue	Page
<b>KRAUSE, WALTER</b>		
UNCTAD IV: An Appraisal .....	2	78
<b>KRAUT, ALLEN I.</b>		
Similarities Among Countries Based on Employee Work Values and Attributes .....	2	89
<b>KUGEL, YERACHMIEL</b>		
Criteria and Guidelines for Decision Making: The Special Case of International Payoffs .....	3	113
<b>LENCZOWSKI, GEORGE</b>		
The Middle East: A Political-Economic Dimension .....	2	42
<b>LICHTBLAU, JOHN H.</b>		
World Outlook for Oil to 1990 .....	3	8
<b>MARSHALL, BYRON K.</b>		
Japanese Business Ideology and Labor Policy .....	1	22
<b>MAY, P. R. A.</b>		
Experiences of a Management Scientist in a Health Care System .....	3	58
<b>MCLEAN, ROBERT A.</b>		
Bargaining Cartels and Multinational Industrial Relations .....	2	107
<b>MOBERG, CLAES</b>		
The New Business Cycle: Its Influence on International Business Strategy .....	4	110
<b>MOINPOUR, REZA</b>		
Objective and Perceived Similarity of Pacific Countries .....	4	65
<b>MONROE, WILBUR F.</b>		
UNCTAD IV: An Appraisal .....	2	78
<b>MONSEN, R. JOSEPH</b>		
The Nationalized Firm: The Politicians' Free Lunch? .....	1	90
<b>NATHAN, IRWIN</b>		
Managing an OR Operation for a Bottom Line Return .....	3	73
<b>NEWMAN, BARRY</b>		
United States Taxation of Foreign Flag Shipping .....	1	103
<b>NOBLE, CARL</b>		
Institutionalization of Management Science in the Multinational Firm .....	3	9
<b>PERLMUTTER, HOWARD</b>		
On the Identification of Frontier Issues in the International Marketplace .....	4	131
<b>PERMUT, STEVEN E.</b>		
Consumer Product Safety in the International Marketplace .....	4	77
The European View of Marketing Research .....	3	94
<b>PETERS, J. IRWIN</b>		
The New Industrial Property Laws in Mexico and Brazil—Implications for MNCs .....	3	70
<b>PICARD, JACQUES</b>		
How European Companies Control Marketing Decisions Abroad .....	2	113

	Issue	Page
<b>PRAGER, ALLAN J.</b>		
Floundering with Foreign Investment Planning .....	2	66
<b>RAPP, WILLIAM V.</b>		
Japan: Its Industrial Policies and Corporate Behavior .....	1	38
<b>RONEN, SIMCHA</b>		
Similarities Among Countries Based on Employee Work Values and Attitudes .....	2	89
<b>SAWYER, GEORGE C.</b>		
Governance of an Industrial Society .....	3	47
<b>SETHI, S. PRAKASH</b>		
Advocacy Advertising and the Multinational Corporation .....	3	32
<b>SINGH, A. J.</b>		
Experiences of a Management Scientist in a Health Care System .....	3	58
<b>TAVOULAREAS, WILLIAM P.</b>		
A Change in Relationships .....	2	16
<b>TERPSTRA, VERN</b>		
International Product Policy: The Role of Foreign R&D .....	4	24
<b>THORNHILL, VIRGIL</b>		
Institutionalization of Management Science in the Multinational Firm .....	3	9
<b>TSURUMI, YOSHI</b>		
Critical Choice for Japan: Cooperation or Conflict with the United States .....	1	14
<hr/>		
East Meets West: China for American Managers .....	1	59
<b>URBAN, CHRISTINE</b>		
A Cross National Comparison of Consumer Media Use Patterns .....	4	53
<b>WALTERS, KENNETH D.</b>		
The Nationalized Firm: The Politicians' Free Lunch? .....	1	90
<b>WIND, YORAM</b>		
On the Identification of Frontier Issues in Multinational Marketing .....	4	131
<b>WORTZEL, LAWRENCE</b>		
Breaking Dependence on MNCs .....	4	86
<b>WRISTON, WALTER</b>		
A Corporate Viewpoint .....	3	124
<b>YANG, CHARLES Y.</b>		
Management Styles—Americans Vis-à-Vis Japanese .....	3	23
<b>YOUNG, STEPHEN</b>		
Multinationals and Host Governments: Lessons from the Case of Chrysler UK .....	2	97

## TOPIC INDEX \*

	Issue	Page
<b>AGRICULTURE</b>		
John B. Holt—Industrial Cooperation in Eastern Europe: Strategies of U.S. Agricultural and Construction Equipment Companies .....	1	80
<b>BUSINESS CYCLE</b>		
Ove Brandes, Staffan Brege, Harold Johnson and Claes Moberg—The New Business Cycle: Its Influence on International Business Strategy .....	4	110
<b>CHINA</b>		
Yoshi Tsurumi—East Meets West: China for American Managers .....	1	59
<b>DIRECT FOREIGN INVESTMENT</b>		
Rodman L. Drake and Allan J. Prager—Floundering with Foreign Investment Planning .....	2	66
<b>EASTERN EUROPE</b>		
John B. Holt—Industrial Coperation in Eastern Europe: Strategies of U.S. Agricultural and Construction Equipment Companies .....	1	80
<b>ENERGY</b>		
J. Alexander Caldwell—The United States and OPEC .....	2	21
Howard S. Ellis—Fact and Fancy About the Oil Industry .....	2	53
John H. Lichtblau—World Outlook for Oil to 1990 .....	3	8
William P. Tavoulareas—A Change in Relationships .....	2	16
<b>HEALTH CARE</b>		
A. J. Singh, Jerome Cohen, and P. R. A. May—Experiences of a Management Scientist in a Health Care System .....	3	58
<b>INTERNATIONAL FINANCE</b>		
Arthur F. Burns—The Need for Order in International Finance .....	1	5
Rodman L. Drake and Allan J. Prager—Floundering with Foreign Investment Planning .....	2	66
<b>INTERNATIONAL MARKETING</b>		
William K. Brandt and James M. Hulbert—Headquarters Guidance in Marketing Strategy in the Multinational Subsidiary .....	4	7
William Davidson and Richard Harrigan—Key Decisions in International Marketing: Introducing New Products Abroad .....	4	15
Susan Douglas and Bernard DuBois—Looking at the Cultural Environment for International Marketing Opportunities .....	4	102
John U. Farley and T. R. L. Black—Retailers in Social Program Strategy: The Case of Family Planning .....	4	33
Robert Ferber and Edward De Sa—Modelling One Company's International Marketing Locations .....	4	44
J. K. Johansson and Reza Moinpour—Objective and Perceived Similarities of Pacific Rim Countries .....	4	65
Warren J. Keegan—Strategic Marketing: International Diversification versus National Concentration .....	4	120
Steven E. Permut and James Firestone—Consumer Product Safety in the International Marketplace .....	4	77

\* 1 — Spring      2 — Summer      3 — Fall      4 — Winter

	Issue	Page
Steven E. Permut—The European View of Market Research .....	3	94
Jacques Picard—How European Countries Control Marketing Decisions Abroad .....	2	113
S. Prakash Sethi—Advocacy Advertising and the Multinational Corporation .....	3	32
Christine Urban—A Cross National Comparison of Consumer Media Use Patterns .....	4	53
Yoram Wind and Howard K. Perlmuter—On the Identification of Frontier Issues in Multinational Marketing .....	4	131
Lawrence Wortzel—Breaking Dependence on MNCs .....	4	86
<b>INTERNATIONAL TAXATION</b>		
Barry Newman and Jeffrey Kadet—United States Taxation of Foreign Flag Shipping .....	1	103
<b>JAPAN</b>		
Richard T. Johnson—Success and Failure of Japanese Subsidiaries in America .....	1	30
Byron K. Marshall—Japanese Business Ideology and Labor Policy .....	1	22
William V. Rapp—Japan: Its Industrial Policies and Corporate Behavior .....	1	38
Yoshi Tsurumi—Critical Choice For Japan: Cooperation or Conflict with the United States .....	1	14
Charles Y. Yang—Management Styles: Americans Vis-à-Vis Japanese .....	3	23
<b>LDCs</b>		
John U. Farley and T. R. L. Black—Retailers in Social Program Strategy: The Case of Family Planning .....	4	33
Lawrence Wortzel—Breaking Dependence on MNCs .....	4	86
<b>MANAGEMENT</b>		
Yerachmiel Kugel and Gladys Gruenberg—Criteria and Guidelines For Decision Making: The Special Case of International Payoffs .....	3	113
Simcha Ronen and Allen I. Kraut—Similarities Among Countries Based on Employee Work Values and Attitudes .....	2	89
George C. Sawyer—Governance of an Industrial Society .....	3	47
Walter Wriston—A Corporate Viewpoint .....	3	124
Charles Y. Yang—Management Styles: Americans Vis-à-Vis Japanese .....	3	23
<b>MANAGEMENT SCIENCE</b>		
Leonard Adelman, Richard Cook and Kenneth R. Hammond—Policy: An Aid for Decision Making in International Communication .....	3	79
Robert Ferber and Edward De Sa—Modelling One Company's International Marketing Locations .....	4	44
Robert J. Graham—The First Step to Successful Implementation of Management Science .....	3	66
David B. Hertz—Does Management Science Influence Management Action? .....	3	105
Yerachmiel Kugel and Gladys Gruenberg—Criteria and Guidelines For Decision Making: The Special Case of International Payoffs .....	3	113
Irwin Nathan—Managing an OR Operation for a Bottom Line Return .....	3	73
Carl Noble and Virgil Thornhill—Institutionalization of Management Science in the Multinational Firm .....	3	9

	Issue	Page
J. K. Johansson and Reza Moinpour—Objective and Perceived Similarity of Pacific Rim Countries .....	4	65
A. J. Singh, Jerome Cohen, and P. R. A. May—Experiences of a Management Scientist in a Health Care System .....	3	58
<b>MEDIA</b>		
Christine Urban—A Cross National Comparison of Consumer Media Use Patterns .....	4	53
<b>MIDDLE EAST</b>		
J. Alexander Caldwell—The United States and OPEC .....	2	21
Howard S. Ellis—Fact and Fancy About the Oil Industry .....	2	53
Chaim Herzog—Israel and the Task of Economic Cooperation .....	2	33
Kamran Kashani—Promoting Manufactured Exports: Lessons from the Iranian Experience .....	4	96
George Lenczowski—The Middle East: A Political-Economic Dimension ....	2	42
<b>MULTINATIONAL CORPORATIONS</b>		
William K. Brandt and James M. Hulbert—Headquarters Guidance in Marketing Strategy in the Multinational Subsidiary .....	4	7
Warren J. Keegan—Strategic Marketing: International Diversification versus National Concentration .....	4	120
Steven W. Kohlhagen—Host Country Policies and MNCs—The Pattern of Foreign Investment in Southeast Asia .....	1	49
Robert A. McLean—Bargaining Cartels and Multinational Industrial Relations .....	2	107
Carl Noble and Virgil Thornhill—Institutionalization of Management Science in the Multinational Firm .....	3	9
J. Irwin Peters—The New Industrial Property Laws in Mexico and Brazil: Implications for MNCs .....	3	70
S. Prakash Sethi—Advocacy Advertising and the Multinational Corporation .....	3	32
Lawrence Wortzel—Breaking Dependence on MNCs .....	4	86
Stephen Young and Neil Hood—Multinationals and Host Governments: Lessons from the Case of Chrysler UK .....	2	97
<b>NATIONALIZATION</b>		
Kenneth D. Walters and R. Joseph Monsen—The Nationalized Firm: The Politicians' Free Lunch? .....	1	90
<b>ORGANIZATION DESIGN</b>		
William K. Brandt and James M. Hulbert—Headquarters Guidance in Marketing Strategy in the Multinational Subsidiary .....	4	7
Vern Terpstra—International Product Policy: The Role of Foreign R&D ....	4	24
<b>R&amp;D</b>		
Vern Terpstra—International Product Policy: The Role of Foreign R&D ....	4	24
<b>TECHNOLOGY TRANSFER</b>		
J. Irwin Peters—The New Industrial Property Laws in Mexico and Brazil: Implications for MNCs .....	3	70
Lawrence Wortzel—Breaking Dependence on MNCs .....	4	86
<b>TRADE CONFERENCES</b>		
Wilbur F. Monroe and Walter Krause—UNCTAD IV: An Appraisal .....	2	78

